

U.S. Department of Justice

Washington, DC 20530

**Amendment to Registration Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**

INSTRUCTIONS. File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration No.
McGuireWoods Consulting	6295

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☒ To give a 10-day notice of change in information as required by Section 2(b) of the Act.

☐ To correct a deficiency in

☐ Initial Statement

☐ Supplemental Statement for the period ending \_\_\_\_\_

☐ Other purpose (specify) \_\_\_\_\_

☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:

Additional services contract

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (If space is insufficient, a full insert page must be used.)

Additional information on Item 7: The registrant will provide guidance and support to the Consulate-General of Japan in Atlanta on general public relations and social media matters in Georgia.

Additional information on item 8: Registrant will assist the Consulate-General of Japan in Atlanta in highlighting the importance with general public relations of high importance to the Consulate-General's office. This includes internet and social media review of issues impacting local Asian-American communities

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**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>1</sup>)

September 16, 2015

/s/ Mark T. Bowles

eSigned

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<sup>1</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**Contract**

Yasukata Fukahori of the Consulate General of Japan in Atlanta (hereafter referred to as A), acting on behalf of the Government of Japan and in accordance with the authority vested in him, and Brad L. Alexander, Senior Vice President and Director for State Government Relations, McGuireWoods Consulting LLC in Atlanta (hereafter referred to as B), have agreed as follows with respect to social media consultancy:

**Article 1**

A requests B to act as a social media consultant for A as per the attached Outline of Social Media Consultancy Service, and B agrees to undertake said consultancy.

**Article 2**

B is an independent contractor of A, and any commitments made between B and any other person(s) shall not bind A, except whenever A has given B special authority to do so.

**Article 3**

- (1) At the request of A, B shall make a report of its activities.
- (2) The aforementioned report shall include all activities provided in Article 1.

**Article 4**

The period of this contract shall be from August 1<sup>st</sup>, 2015 to March 31<sup>st</sup>, 2016. The three months will be a trial period.

**Article 5**

The fee for the social media consultancy service shall be 2,000 USD (U.S. Dollars) per month (total payment will amount to 16,000 USD at the end of the contract). A shall pay B at the end of each month.

**Article 6**

B must not disclose to a third party the contents of services stipulated by A under this contract or any confidential information learned in performing the services pursuant to this contract.

**Article 7**

B must act in accordance with the relevant laws and regulations set forth by the State of Georgia, when pursuing its activities in accordance with this contract.

**Article 8**

If A deems B to have breached this contract, A may refuse to pay a part or the full amount of the contract value, or may seek return of payment.

**Article 9**

No security deposit shall be required.

**Article 10**

Any matters arising out of or in connection with this contract shall be resolved through consultation between A and B.

**Article 11**

Notwithstanding the foregoing provisions, either party may cancel this contract by issuing notification 30 days in advance.

In witness whereof, the parties hereto have caused this contract to be executed in duplicate originals, one original to be retained by each party.

Executed this \_\_\_ day of \_\_\_, 2015.

**Consulate-General of Japan  
in Atlanta**

By: \_\_\_\_\_

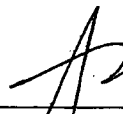


**Name: Yasukata Fukahori**

**Title: Deputy Consul-General**

**McGuireWoods Consulting LLC  
in Atlanta**

By: \_\_\_\_\_



**Name: Brad L. Alexander**

**Title: Senior Vice President**

Annex

Outline of Social Media Consultancy Service

Principle Aims of the Social Media Consultancy Service:

- To promote and enhance the Consulate's public diplomacy work to promote Japanese policy and culture throughout States of Georgia, Alabama, North Carolina and South Carolina (hereafter referred to as the Region) utilizing social media
- To strengthen Japan's image and trust toward Japan through the Consulate's public diplomacy work to promote Japanese policy and culture to the general American public in the Region

1. B pledges to provide, upon request from A, necessary service in connection with the cultural and press matters of the Consulate General of Japan in Atlanta and other matters as required, as follows:

- (1) Consultation regarding the Consulate's official Facebook page

- Issue a monthly report regarding effective public diplomacy utilizing Facebook to promote Japanese policy and culture, including analysis of current social media practices, particularly those by foreign communities in the region, and suggestions for improvement
- Conduct two seminars (one hour each) for Consulate staff on effective Facebook practices
- Research and submit recommendations for new Facebook content
- Propose strategies on how to increase Likes on the Consulate's official Facebook page

- (2) Submittal of recommendations regarding the creation and management of additional social media accounts

- (3) Promotion of the Consulate's official Facebook page through social media accounts and other platforms managed by B

2. A and B will hold ad-hoc meetings whenever deemed necessary.

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BA

## CONTRACT

Yasukata Fukahori, Deputy Consul-General of the Consulate-General of Japan in Atlanta (hereafter referred to as A), acting on behalf of the Government of Japan and in accordance with the authority vested in him; and Brad L. Alexander, Senior Vice President and Director for State Government Relations, McGuireWoods Consulting LLC in Atlanta (hereafter referred to as B); have agreed as follows with respect to consulting services.

Article 1 – A requests B to act as consultant for A as per the attached Outline of Consulting Services, and B agrees to undertake said consultancy.

Article 2 – B is an independent contractor of A, and any commitments made between B and any other person(s) shall not bind A, except whenever A has given B special authority to do so.

Article 3 – (1) At the request of A, B shall make reports of its activities. (2) The aforementioned report shall include all activities provided in Article 1.

Article 4 – The period of this contract shall be from August 1, 2015 through March 31 of 2016 (8 months). The first three months will be a trial period, after which A may terminate this agreement without penalty.

Article 5 – The fee for service shall be \$3,000 U.S. per month, totaling \$24,000 U.S. for the contract period. A shall pay B at the end of each month. Funding for events or additional programs shall come from a separate budget to be determined at a later date.

Article 6 – B shall not disclose to a third party the contents of services stipulated by A under this contract or any confidential information learned in performing the services pursuant to this contract.

Article 7 – B must act in accordance with the relevant laws and regulations set forth by the State of Georgia when pursuing its activities in accordance with this contract.

Article 8 – If A deems B to have breached this contract, A may refuse to pay a part or full amount of the contract value, or may seek return of payment.

Article 9 – No security deposit shall be required.

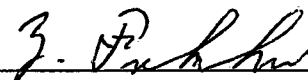
Article 10 – Any matters arising out of or in connection with this contract shall be resolved through consultation between A and B.

Article 11 – Notwithstanding the foregoing provisions, either party may cancel this contract by issuing notification 30 days in advance.

In witness whereof, the parties hereto have caused this contract to be executed in duplicate originals, one original to be retained by each party.

Executed this \_\_\_\_\_ day of \_\_\_\_\_.


CONSULATE-GENERAL OF JAPAN  
IN ATLANTA

By: 

Name: Yasukata Fukahori

Title: Deputy Consul-General

McGuireWoods Consulting LLC  
in Atlanta

By: 

Name: Brad L. Alexander

Title: Senior Vice President

**Appendix**  
**Outline of Consulting Services**

Under the terms of this Agreement, B shall provide:

1. **Information Summary Reporting** – collecting information and data, analysis, interpreting potential implications and making specific recommendations on action items, if any. Subject matter to cover issues of importance related to the Japanese Government in the states covered by A. Deliverables to include Report as well as hard copies of documents and articles on a monthly basis.
2. **Media Releases and Position Papers** – Recommendations for documents created in response to specific issues and events would be produced on an as-needed basis on behalf of A and distributed by A. Recommendations on media contacts will be provided to supplement current A lists.
3. **Advice on Community/Government/Private Sector Groups and Issues** – Regular counsel on Community, Government and Private Sector Groups and Issues as informal discussions. Act as mediator/influencer with these groups as appropriate and necessary. A and B will hold regular biweekly meetings (2 hours maximum per meeting) on the matters related to this contract.
4. **Media Commentary** – When possible and appropriate, B shall use its resources to publish commentary in line with Consulate objectives in available media forums without identification of A as a sponsor.
5. **Strategic Events** – When appropriate, develop seminars and/or other events directed towards community, academic, and private sector groups as well as the general public to inform, educate or discuss issues as directed and approved by A. Events may be held in conjunction with other groups and organizations as sponsors. Events may call for meetings with local, regional or national government, NGO or private sector groups and individuals.
6. **Special Reports and Alerts** – Additional Reports and Alerts provided as needed on topics that would further the objectives of A as interpreted by B.

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